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From the Editor

Tarun Taunk | Editor-in-Chief

“Hyperautomation: Organizations’ existential right”

The covid situation appears to be continuing. There has never been a more pressing need for firms to streamline their workforces.

As the name suggests, HyperAutomation advocates putting humans on the process rather than removing them from it. For many industries, it is now imperative to have the ideal combination of artificial intelligence, machine learning, and autonomous technologies to promote improved efficiencies.

To develop a resilient autonomous workforce, we also require a better balance between human and robot forces. The fifth industrial revolution is focused on achieving this harmonious coexistence of machines and people. And the businesses who are currently embracing automation or are getting ready to do so will be the ones that endure.

What will HyperAutomation do for enterprises, then?

HyperAutomation is the process of fully automating a task using a variety of technologies and artificial intelligence. Automation is the process of anything that can be used to improve an organization’s capabilities. Furthermore, the importance of having an autonomous workforce cannot be overstated. It is also a great approach to reduce expenses by optimising corporate operations while minimising problems with older systems.

Most businesses have historically relied on outdated, disconnected, and even lean technologies. Instead than internalising the change, they spend a lot of money using third-party providers to streamline processes. Although HyperAutomation may take some time, the agility it promotes makes the effort worthwhile. Using technologies like Artificial Intelligence (AI), Robotic Process Automation (RPA), Low-Code Application Platforms (LCAP), Intelligent Business Process Management Suites (iB-PMS), Machine Learning (ML), Natural Language Processing (NLP), Optical Character Recognition (OCR), Digital Twin of an Organization (DTO), and comparable technologies, it is a sure-fire strategy to help organisations efficiently identify, evaluate, and automate as many processes as possible.

Major Advantages of Hyperautomation:

Using strategy to define the transformation path

While digital transformation is the goal of any organisation, only HyperAutomation can enable a smooth transition from a loosely connected group of technologies to an automation plan that is more tightly coupled. Efficiency, effectiveness, and speed are necessary for achieving digital transformation, and HyperAutomation makes them possible. Businesses can develop collective intelligence thanks to it.

Redefining operating processes will result in lower operational costs.

By merging HyperAutomation technology with newly developed operational processes, according to a Gartner report, firms will save operational expenses by 30% by 2024. something Unilever currently carries out during the hiring process. In the past year, they have deployed AI-enabled software to analyse resumes of applicants based on video interviews, saving 100,000 hours of human recruitment work.

HyperAutomating routine tasks for a taskforce that is totally automated

Companies like Uber, Grab, and other platforms of a similar nature currently assign duties to drivers and gather measurable performance indicators through customer ratings for automatically deciding incentives or sanctions as necessary. According to experts, most managers’ everyday tasks will become HyperAutomated in the next years, providing them more time to focus on important tasks like research, formulating strategies, and problem-solving. It will be the ideal fusion of human intelligence, artificial intelligence, and technological assistance, producing the highest levels of productivity and outcomes.

Progressive businesses are already incorporating AI-enabled business processes into their systems, which allows them to enhance how they operate, use data to spot patterns and learn from them, and create digital organisations that are capable of better functioning and deriving intelligent values and data-driven decisions based on key performance indicators and processes with little to no human intervention. It’s time for other people to join in too!

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Indian market offers promising opportunities in a variety of demographics and regions – Mr Muneer Ahmad, Vice President Sales and Marketing, ViewSonic India

Khushagra: How is the adoption of new technologies paving the way forward for ViewSonic in the AV industry?

Muneer: With the emergence of new developments, technology is constantly evolving. For any business to grow successfully, it is important to be aware of the technological advances and know the industry trends as well as consumer requirements. ViewSonic being a provider of audio-visual solutions, have always valued the essence of new technologies, therefore, managing to incorporate the same in the business model for both products and solutions.

In the last couple of years, our projectors have seen a revolution in terms of technologies and features. We introduced new variants of lamp-free, portable and home-entertainment projectors. We also pioneered the LED technology for projection and adopted it in our Lamp-free projectors. A shift toward this technology is becoming widely prevalent in visual products and solutions. Powered with better brightness, the LED technology possesses more efficiency, reliability, durability, and is long-lasting. Our projectors with LED technologies are widely accepted in the market. Therefore, we aim to develop more LED technology-based projectors that will be affordable, offer minimal maintenance, are energy-efficient and have a longer lifespan. Being environment friendly, we have managed to implement technologies and adaptation towards sustainable and eco-friendly measures.

The use of LED technology in ViewSonic projectors is an example of how we are breaking new ground and embracing new technologies. As a part of a fast-paced economy like India, we make it a point to stay up to date on industry developments.

Khushagra: How is ViewSonic developing an LED-based

projector along with a lamp-based projector?

Muneer: There are various projectors in the market, such as large projectors suitable for corporate use, portable projectors, and lamp-based or lamp-free projectors. Various audio-visual companies have developed different types of projectors based on their respective usage after studying industry preferences and requirements. Similarly, we have been at the forefront of establishing and maintaining a presence in the projector market, providing best-in-class products for corporates, education, home entertainment, and gaming.

In the past one year, we have launched multiple projectors embedded with LED technologies, such as the M series, X series and LS series. Both the lamp-based and LED projectors focus on giving an immersive

viewing experience but possess different features. Compared to the traditional lamp-based projector, LED technology comes with better

brightness, efficiency, reliability, durability, and longevity. In addition, the lifespan is 5 to 10 times longer than the traditional lamp based projectors, hence, eliminating the need for lamp replacement and further reducing ongoing maintenance. It also consumes less power, which makes it more energy efficient. Despite the demand, we are focusing on upgrading both LED and lamp-based technologies.

Khushagra: ViewSonic is ranked No. 1 in the LED Projector segment in India; what are your most targeted working industries in India?

Muneer: LED technology is paving a new wave in the projection division. We are pleased to see a high level of user demand for our eco-friendly, sustainable, and efficient products. Our LED projectors are widely used in the corporate and education sectors. As the hybrid model is becoming more prevalent in various industries; schools



and institutions prefer to incorporate multiple products, including projectors that are efficient and offer quality. The previous year was successful in propelling us to the top of the LED projector segment. As a part of a large economy, we aim to please the corporate and education sector.

Furthermore, our LED projectors are also widely preferred in the home-entertainment section. Our portable M series – M1, M1+, its successor M1_G2, M1+_G2 and X series are seeing a massive demand in the industry. Embedded with best-in-class features and technologies, our end consumers also purchase home entertainment projectors.

We provide a gamut that is focused on providing the best technology and solutions to the sectors. Our products aid in meeting industry standards and making it simple for people to adapt.

Khushagra: Globally, ViewSonic holds a 65.71% market share in the LED projector segment; what are your plans to maintain and grow the same?

Muneer: LED technologies in the projector segment are significantly making a new pace in the industry. With the robust evolution in technology and consumer preferences, the LED projector segment has observed accelerated growth in the given period. Globally, we have seen a huge demand for our LED projectors. Following a similar interest in the Indian consumers and industry requirements, we are expecting to invest more in our LED products and enhance their features. Further, we would focus on expanding our projector segment, catering more for LED technologies, their durability, reliability and efficiency.

Khushagra: ViewSonic recently launched new products – flagship model ViewSonic X1000- 4K Soundbar LED Projector, M series portable projectors and PX Series Lamp projectors, give a little brief about the same.

Muneer: With emerging technologies and upgrades, we have launched a new range of projectors for home entertainment, corporates and education. All our products are equipped with the latest technologies, in-built with user-friendly features, and are elegantly designed.



Sharing a brief about our latest innovations:

Our flagship model, the X1000- 4K Short Throw Soundbar LED Projector, is undoubtedly one of our premium products, offering room-filling, crystal-clear sound and a completely immersive viewing experience. The projector combines performance and elegance to enhance the audio-visual experience while fitting into the modern lifestyle. It is embedded with second-generation LED technology with increased brightness, a superior colour display (125% Rec .709), and a 30,000-hour lifespan. One of the key aspects of the product is its ultra-short focus ratio of 0.25, providing impressive 100-inch images from a distance of just 38 cm.



Acronis Webinar Highlights



Acronis Webinar on “How to Prevent Cyberattacks with Better Email Security Services”

We are constantly facing the challenges of managing our own and our company’s security and it surely has become a matter of concern or an important aspect to look around choose a solution that’s best for your company and for your clients.

Acronis, a globally established Cybersecurity brand and have created the only all-in-one cyber protection solution for environments of any size – and solved the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern world. They recently held a Webinar on “**How to Prevent Cyberattacks with Better Email Security Services**” in collaboration with IT Voice Media.

This Online Webinar was held on 3rd August 2022, from 3:00 PM to 4:00PM. Audience from different parts of the nation had joined mainly including people from being a Managed Service Providers, Resellers and more.

Mr. Rajesh Chhabra, Sales Director South Asia and Global Business Development Leader Inside Sales, Acronis had addressed all the audience with his insightful knowledge about all the ongoing issues and concerns going on in the working industry of about and around cyberattacks and how Solutions by Acronis can fulfill all the gaps and vulnerabilities to prevent the systems with its best-in-class features and functionalities.

Mr. Rajesh Chhabra, Sales Director South Asia and Global Business Development Leader Inside Sales, Acronis had addressed all the audience with his insightful knowledge about all the ongoing issues and concerns going on in the working industry of about and around cyberattacks and how Solutions by Acronis can fulfill all the gaps and vulnerabilities to prevent the systems with its best-in-class features and functionalities.



Mr. Rajesh Chhabra, Sales Director South Asia and Global Business Development Leader Inside Sales, Acronis introducing and briefing about the webinar.

Solution is Acronis Cyber Protection

Acronis Protects all Data, Applications and Systems (Workloads)

S Safety Reliable copy for recovery	A Accessibility Access from anywhere at any time	P Privacy Control over visibility and access	A Authenticity Proof that copy is exact replica of the original	S Security Protection against cyber-threats
Ease of Use	Total Cost of Ownership	Security	Control	Reliability

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Acronis Cyber Protect

Next-generation cybersecurity Advanced AI-based behavioral detection engine for zero-day attack prevention	Reliable backup and recovery Full-image and file-level backup, disaster recovery, and metadata collection for security forensics	Enterprise protection management URL filtering, vulnerability assessments, patch management, remote management, drive health
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Integration provides unmatched manageability for IT managers – increasing security and productivity while decreasing operating costs

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Add Advanced Packs:

Security, Backup, Disaster Recovery, Email Security, Management, File Sync and Share

Optimize for every workload | Increase your service offerings | Consolidate vendors

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Acronis x ITVoice®

A little about what all was covered in the event: -
The Webinar started off with Mr. Rajesh going over the Phishing Attacks Statistics and how they take place in the real world going over their evolution from the year 2000 to now and how over the passage of time we had to face evolving issues too and what all protection techniques we can adopt to be in the clear of the cyberattacks.

Later on, he then portrayed the reality of the situation and about the awareness of the current situation of cyberattacks in the industry. The solution that can be offered should be designed in what ways, and what all is stacked up in the solution, the adequate ways of utilizing the same.

Mr. Rajesh also explained and briefed about the different SLA bundles that Acronis provides including endless benefits starting from Network Monitoring, Advanced Email Security to Intrusion Detection Monitoring and Management and many more.

Acronis Cyber Protect Cloud offers smooth migration process from the ongoing solutions and full support till the establishment stage.

After a great session by Mr. Rajesh Chhabra, later on Mr. Tarun Kumar Taunk from IT Voice Media addressed all the audience about the amazing session by Acronis and team and how these sessions could bring awareness amongst the peers in the market and brand growth, and how important are these solutions for the working sector.

You can also log in to quiz.itvoice.in to access the quiz by Acronis | IT Voice and get yourself a Digital Certificate too.

Moderator: Srushti Mantri (IT Voice Media)

Speaker: Rajesh Chhabra (Acronis)

Special Mention: Vrinda Hegde (Acronis),
Vishwadeep Srivastawa (Acronis)

“By offering edge cloud services, we hope to improve everyone’s digital user experience, both for individuals and businesses.” – Mr. Amit Singh Managing Director – India, Zenlayer

Khushagra: How would you define Cloud Networking Architecture and its implications on the use by top-tier corporate companies and mid-tier companies, how effective and useful are connections between multiple data centers?

Amit: A cloud network is an IT infrastructure where a company’s network resources and capabilities, in part or in full, are hosted. The architecture can be through a service provider, on-demand, or controlled internally. From the standpoint of a cloud customer, many businesses choose to operate in a hybrid cloud architecture or by utilising several cloud service providers (CSPs) in a multi-cloud architecture. The Architecture helps to improve the needs for data processing. Additionally, it causes the cloud’s resources to be scaled up and its services to be updated automatically.

When hacking has emerged as the most significant concern around the globe, data centre interconnection assures security. Additionally, it enables businesses to guarantee the quality of service and performance under all conditions. Companies and organisations now have more options to decide how workload gets allocated and prioritised thanks to Data Centre Interconnection. By connecting their data centres, providers can pool their resources and access the physical and virtual resources of the other data centres. They can balance their workload to prevent protocol and packet transmission overload on their network infrastructure.

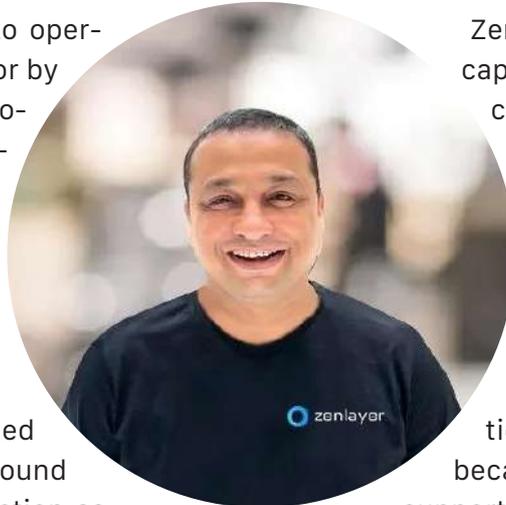
Khushagra: We have seen a drastic improvement in the capability of genuine and scalable websites, how important is the CDN platform, and what makes Zenlayer’s CDN unique?

Amit: A CDN can be useful for anyone with a website likely to receive multiple user requests simultaneously. Large, complicated websites with worldwide visitors or considerably dynamic content can benefit the most. Some advantages of CDNs include quicker page loads for users of mobile and web applications. It scales up quickly when there is a lot of traffic. Additionally, it reduces the possibility of traffic peaks at the place of origin by improving site stability and performance. Further, it also lowers the cost of infrastructure.

Zenlayer’s CDN is exceptional in its capacity to interact with dynamic acceleration tools and on-demand networking architecture effortlessly. It is the perfect choice for businesses managing massive amounts of data. Our CDN ensures high availability by multi-server and route redundancy for load optimization. Extending content distribution across six continents is simple because of our user-friendly UI and API support. Real-time analytics, “pay as you go” payment for simple scaling, and various security choices at the source and during transmission are additional features. Content can be delivered in less than 30 milliseconds (ms) to every location in the Zenlayer global network and less than 10 ms in large cities, thanks to the worldwide network of Zenlayer.

Khushagra: Huge Data Centers mean loads of performance and power consumption, what steps Zenlayer is taking to achieve carbon neutral?

Amit: The first step Zenlayer takes toward effective power management is inventorying all IT equipment.



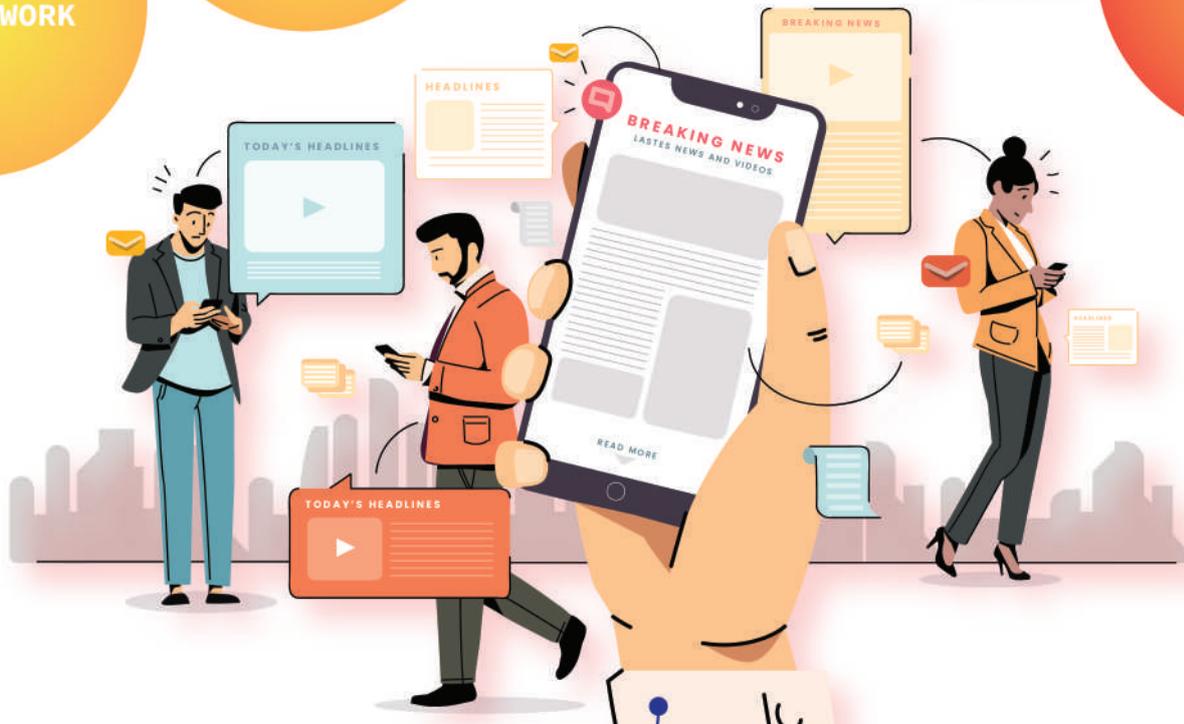
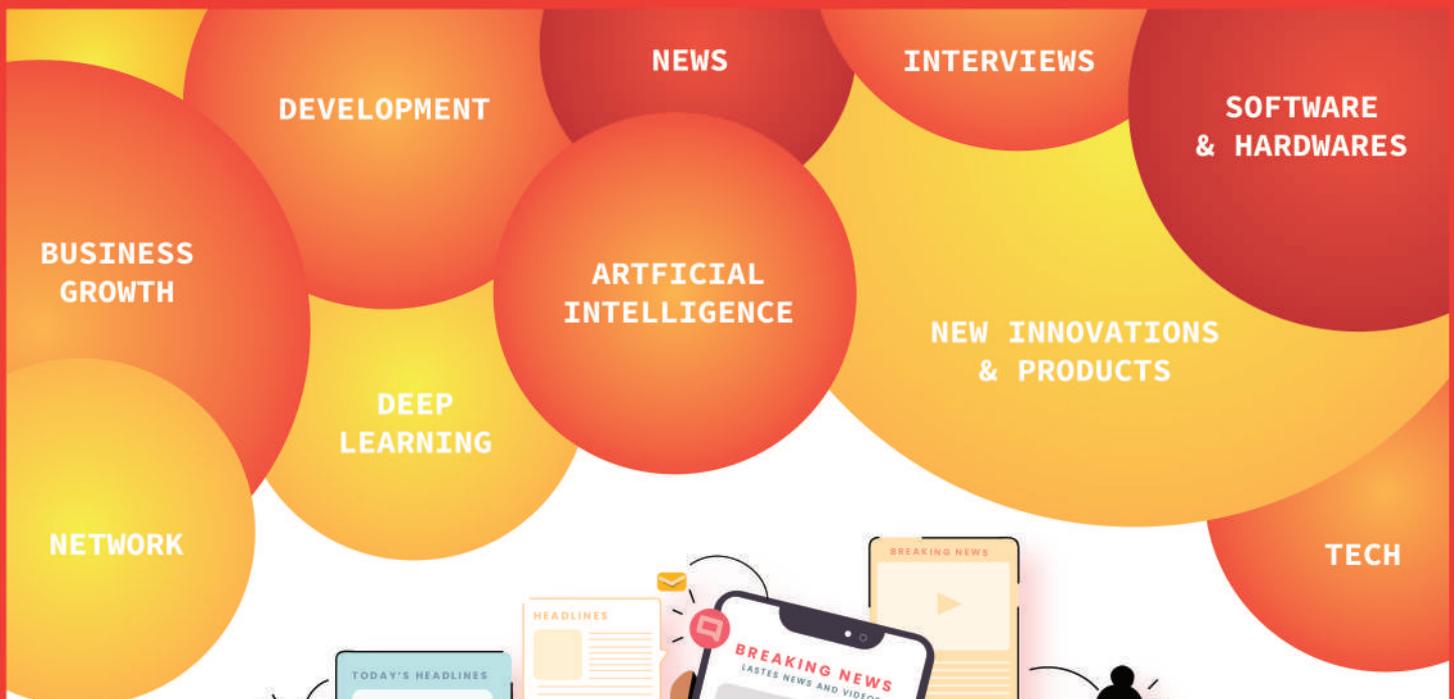


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About Round Robin Tech Services - RoundRobin Tech Services is formed by a team of professionals having more than 20 years of experience in the internet security & network infrastructure Sector. We define ourselves as a value-Added Distributor focused in distributing the most innovative solutions available ,whilst ensuring that these provide great value for money for our partners and their customers. All our products are backed up by proactive pre & Post-Sales support, proving that we add 'Value" into Value Added Distribution.

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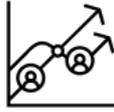
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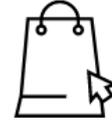
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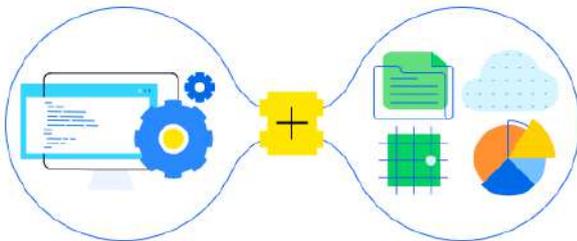
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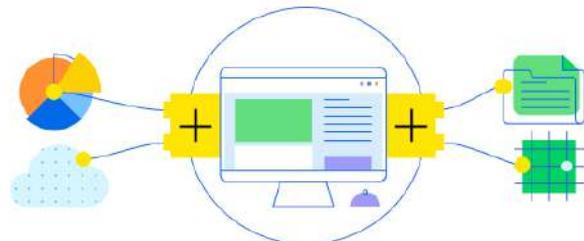
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STALWARTS OF RAJASTHAN IT SECTOR

A regional event for Channel Partners and Distributors, first time ever in India

On 30th July 2022, Stalwarts of Rajasthan IT Sector was successfully organized under the aegis of Rajasthan Information Technology Organization & IT Voice Magazine at Pink City Press Club, Jaipur. Mayor of Jaipur Greater Smt. Somya Gurjar was the chief guest of the program. Shri Ajay Data Ji (MD Data Group, Chairman UASG), Mahant Shri Deepak Vallabh Goswami and Rajkumar Verma (STPI -MeITY) were the guests of honour. The organizer of the program and the President of the RITO, Tarun Taunk told the media that the main objective of this program was to honour and recognize by awarding certificates to the people associated with the IT Distribution Industry (OEM) in Rajasthan for their immeasurable contribution, who are the integral pillars of this industry. They have been working endlessly, either by providing new technology or new products to everyone on time. Even during the time of COVID-19, the people associated with this distribution system ensured that the necessary products are available for the smooth functioning of other sectors. The National Distributors and the Branch Heads of Rajasthan across major IT Products were selected for this honour. Apart from this, Area Sales Manager of Rajasthan of International and National Company were also selected.



On this occasion, Mayor Somya Gurjar Ji started her speech with Sanskrit Shlok and further talked about the initiative of planting 75000 saplings on the 75th Amrit Mahotsav of Independence, also



Mayor Somya Gurjar awarded Pride of Rajasthan Award

how she has planned to have the Indian tricolour on every house on 15th August and aims for a tricolour unfurling on all Indian website and mobile applications. She called for the support of the IT sector to hoist the tricolour for three days in both the digital and physical world.

Respected Dr Somya Gurjar was felicitated with of Pride of Rajasthan award by the Rajasthan Information Technology Organization (RITO) for the development work done in Jaipur Greater.



On this occasion, **Dr Ajay Data** said that IT Voice has been working continuously in the field of IT for the last 15 years and he said that it does not matter through whose hands the honour was received, but the institution that is doing the honour, and IT Voice's thought to recognize the people present in the gathering is what matters. On behalf of the esteemed guests, two trees have been planted in their name by IT Voice by partnering with other NGOs, this activity was very much appreciated. He also briefed about the many new dimensions of Rajasthan IT.



Mahant Shri Deepak Goswami Ji in his address explained the importance of spirituality and meditation along with our daily schedule, he told how it acts as a medium to remove stress from their work, which in turn increases the work efficiency of the individuals and provides self-satisfaction.

Shri Mangaleshwar Nath Sharma, the host of the gathering, ensured a smooth show and informed everyone about all the guests and their prestigious organizations and kept the gathering engrossed.

IT VOICE has planted hundreds of trees every year under Clean India Green India program for the last three years. They have

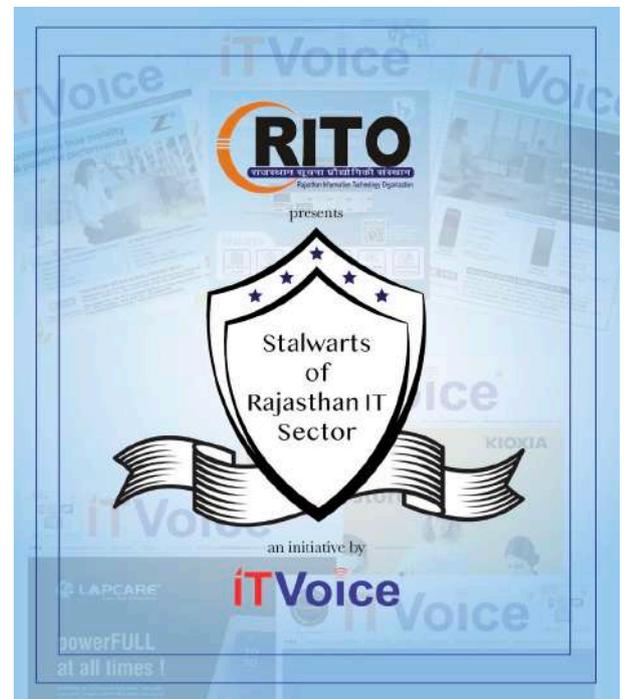
also encouraged others to pledge to plant trees so that our environment is cleaner and more beautiful. To begin things, IT-Voice has already planted several saplings with the organization of the respected Sadhguru of Coimbatore and other institutions within Rajasthan.



A Special Newspaper Edition is on it's way dedicaed about all the Stalwarts of Rajasthan IT Sector. So Stay Tuned..

Visit www.rito.org.in to know more about RITO.

Visit www.itvoice.in to know more about IT Voice.



Few of our Awardees





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NETGEAR Empowering Hospitality Industry with its Secure Networking Systems

According to a recent study of business and leisure travelers, wireless service is the top amenity desired at all hotels by 90% of respondents. Today guests expect ready access to high speed internet and internet-enabled applications wherever they go whether on business or at leisure so they can check email, access work files, upload photos, engage on social media sites, watch movies, or listen to music.

Today numerous small businesses would find value in having Wi-Fi for their guests, employees

and business systems, but the cost and complexity of setting up and managing such a network is beyond their means. NETGEAR, the global networking company is empowering such businesses, with its secure, reliable, and easy to install networking systems. The brand's solutions are perfect for commercial locations such as professional offices, restaurants, retail, or bed and breakfast inns. These systems require no wiring, professional installation, or added IT costs.

Best Practices for Deploying Wi-Fi

Whether for hotels or restaurants, Wi-Fi is a must for security and customer satisfaction. While upgrading the wireless network or starting from scratch, there are several important factors to consider when planning a Wi-Fi deployment.

Patrons of small to mid-sized restaurants and hotels/motels have the same expectations for quality and reliability of Wi-Fi service as guests in luxury hotels and fine dining establishments. However, ease of use and cost effectiveness is critical consideration for small to mid-

sized establishments.

Below is a checklist of core features and attributes suggested by NETGEAR for decision makers in small to mid-sized hospitality sites to use when evaluating solutions from various wireless vendors:

Medium usage capacity for hundreds of clients



Lenovo, Micron Foundation, AVPN and more partner to advance gender inclusion through US\$1 million STEM fund

With a shared vision of closing the gender gap in STEM (Science, Technology, Engineering and Math), Lenovo has joined with other corporate stakeholders to pool US\$1 million in a new STEM fund initiated by the Micron Foundation and managed by AVPN, the world's largest network of social investors in Asia

The fund will support the development of innovative solutions designed to increase access to STEM learning opportunities for girls below 18 years in India, Japan, Malaysia, Singapore, and Taiwan Region. By chipping away at the barriers that girls face when taking up dream careers in technology, the fund ultimately aims to drive a more inclusive STEM

workforce.

In the last decade, there has been a growing recognition that skills developed through STEM Education are pivotal in driving innovation, creativity, and productivity across various industries. According to UNESCO, by 2030, up to 80 percent of jobs in Southeast Asia will require basic digital literacy and applied Information and Communications Technology skills.

However, despite the growing employment opportunities that the STEM industry promises, there is still a low proportion of girls pursuing and studying STEM.

This translates into lower representation of women in STEM fields as the gender gap often begins at early childhood educa-

tion and secondary education stages. In countries where the gender gap is unfavourable to girls at the lower education levels, women tend to be underrepresented in STEM higher education and eventually in the STEM workforce.

Calvin Crosslin, Chief Diversity Officer and President of the Lenovo Foundation

"Given that the digital divide has become more pronounced post-pandemic with women being one of the hardest hit groups, partnering with AVPN to double down on our digital inclusion efforts is a natural step for us," said Calvin Crosslin, Chief Diversity Officer and President of the Lenovo Foundation. "By providing women and girls from disadvantaged groups with unfettered access to STEM education and equipping them with the requisite digital skills and knowledge, we hope to help them succeed in the workforce of the future and achieve a better sense of autonomy and quality of life."

Lenovo

Active Adversaries Increasingly Exploit Stolen Session Cookies to Bypass Multi Factor Authentication and Gain Access to Corporate Resources, Sophos Reports

Sophos, a global leader in next-generation cybersecurity, today announced in the Sophos X-Ops report, “Cookie stealing: the new perimeter bypass,” that active adversaries are increasingly exploiting stolen session cookies to bypass Multi-Factor Authentication (MFA) and gain access to corporate resources. In some cases, the cookie theft itself is a highly targeted attack, with adversaries scraping cookie data from compromised systems within a network and using legitimate executables to disguise the malicious activity. Once the attackers obtain access to corporate web-based and cloud resources using the cookies, they can use them for further exploitation such as business email compromise, social engineering to gain additional system access, and

even modification of data or source code repositories.

“Over the past year, we’ve seen attackers increasingly turn to cookie theft to work around the growing adoption of MFA. Attackers are turning to new and improved versions of information stealing malware like Raccoon Stealer to simplify the process of obtaining authentication cookies, also known as access tokens,” said Sean Gallagher, principal threat researcher, Sophos. “If attackers have session cookies, they can move freely around a network, impersonating legitimate users.”

Session, or authentication, cookies are a particular type of cookie stored by a web browser when a user logs into web resources. If attackers obtain them, then they can conduct a “pass-the-cookie” attack

whereby they inject the access token into a new web session, tricking the browser into believing it is the authenticated user and nullifying the need for authentication. Since a token is also created and stored on a web browser when using MFA, this same attack can be used to bypass this additional layer of authentication. Compounding the issue is that many legitimate web-based applications have long-lasting cookies that rarely or never expire; other cookies only expire if the user specifically logs out of the service.

Thanks to the malware-as-a-service industry, it’s getting easier for entry-level attackers to get involved in credential theft. For example, all they need to do is buy a copy of an information-stealing Trojan like Raccoon Stealer to collect data like passwords and cookies in bulk and then sell them on criminal marketplaces, including Genesis.

SOPHOS

KIn Q2 2022, the number of exploits for vulnerabilities in the Microsoft Office suite increased – accounting for 82% of the total number of exploits across different platforms, according to the latest Kaspersky quarterly malware report. Old versions of applications remain the main targets for attackers, with almost 547,000 users in total being affected through corresponding vulnerabilities in the last quarter. Moreover, the number of users affected by the Microsoft MSHTML Remote Code Execution vulnerability, which was previously spotted in targeted attacks, skyrocketed eight times.

Kaspersky experts found that exploits for the vulnerability, designated CVE-2021-40444,

Eight times more users attacked via an old Microsoft Office vulnerability in Q2

were used to attack almost 5,000 people in Q2 2022, which is eight times more than during Q1 2022. This zero-day vulnerability in Internet Explorer’s engine MSHTML was first reported in September 2021. The engine is a system component used by Microsoft Office applications to handle web content. When exploited, it enables the remote execution of malicious code on victims’ computers.

According to Kaspersky’s telemetry data, CVE-2021-40444 was previously exploited during attacks on organizations in the research and development, energy and industrial sectors, financial and medical technology, as

well as telecommunications and IT.

“Since the vulnerability is quite easy to use, we expect an increase in its exploitation. Criminals craft malicious documents and convince their victims to open them through social engineering techniques. The Microsoft Office application then downloads and executes a malicious script. To be on the safe side, it is vital to install the vendor’s patch, use security solutions capable of detecting vulnerability exploitation, and to keep employees aware of modern cyberthreats,” comments **Alexander Kolesnikov, malware analyst at Kaspersky.**

Older versions of Microsoft Office suite are an invitation for attackers

CVE-2018-0802 and CVE-2017-11882 became leaders in terms of the total number of victims in Q2 2022, seeing a slight rise on Q1. They were used to attack almost 487,000 users via older versions of Microsoft Office suite programs, which remain quite popular and still a highly attractive target for criminals. Exploiting these vulnerabilities, attackers typically distributed malicious documents to damage the memory of the Equation Editor component and ran malicious code on the victim’s computer.

kaspersky

Building upon its existing portfolio of PC cabinets, Lapcare-India's leading brand of smartphone, tablet, and laptop accessories has announced the launch of the Lapcase Supreme PC cabinet series in India. Lapcase Supreme 003, 006, 012 & 033 are ATX and Micro ATX-sized cases.

Lapcare is the brand of Rx Infotech Pvt Ltd. A leading brand in laptop accessories and peripherals, Lapcare offers products across 7 categories and 210 product lines, including batteries, adaptors, screen cleaners, laptop security locks, pen drives, keypads, and many others. The company offers a wide range of lifestyle accessories for smartphones and tablets including Bluetooth speakers, Bluetooth headsets, and power banks. Supported by a wide dealership network of over 20000 across



Lapcare launches Lapcase Supreme PC Cabinet series in India

the country, Lapcare is synonymous with trust, quality, and affordable pricing.

The Lapcase Supreme is a full ATX/Micro ATX size PC case series that comes in a steel black body. It has 7 expansion slots, a 3.5 mm audio jack, and front USB Ports & Audio that make multitasking easy. The PC Cases are capable of extension and have easy access ports in the front. Lapcare has ensured that all ports and controls are conveniently placed on the front of its top panel for class-leading



ergonomics. The Lapcase Supreme series is sure to set a new trend in PC Cases with its complete all-around focus on fashion, design, and functionality.

Speaking at the launch, **Mr. Atul Gupta, Managing Director, Lapcare** stated, "Lapcare as a brand has a focus on setting trends in the segment it operates in. With that aim, Lapcare has introduced the Lapcase Supreme PC cabinet series. These products will redefine what a PC Case can offer. Considering all outlined factors, the Lapcase Supreme range of PC Cases comprising the Supreme 003, 006, 012 & 033 comes across

as an excellent option for those seeking to give their workspace a definitive and stylish makeover with a PC Case that is also equipped with features designed to extract the best performance from the PC peripherals.

Elista's new India-made Twin Tower Speaker revolutionise the listening experience

Elista, India's leading world-class electronics, home appliances, IT, and mobile accessories brand, today announced the launch of the ELS TT-14000AUFB Twin Tower Speaker. Exquisitely designed, the Elista TT 14000AUFB Twin Tower Multimedia Speaker offers a completely immersive experience with 140W of sound output. Elista TT 14000AUFB Twin Tower Multimedia Speaker is available at the best buy price of Rs. 10,500.

The ELS TT-14000AUFB Twin Tower Speaker not only offers a superior sound experience but will rock any party that one plans this festive season. The speakers come with a premium wooden finish, cutting any

distortions. Each speaker has a deep bass that rivals that of a movie theatre. The ELS TT-14000AUFB Twin Tower Speaker is also well-equipped in terms of connectivity, and accepts a wide range of multi-channel inputs. These include AUX, BT, and TF/USB so that you can enjoy your music anywhere.

Mr. Pawan Kumar, CEO of Elista, said, "Elista is well known for innovating in the premium yet affordable consumer electronics space. With the release of the ELS TT-14000AUFB Twin Tower Speaker, we want



to improve our position in the audio market. Coming on the back of our successful ELS ST 8000 Mini-Single Tower Mini Speakers, the new addition promises to take the music experience to another level. What better time to introduce it than now, at the start of the big festive season in India? Our customers can feel the beat of the music while dancing to the music for Navratras or listening to devotional music during Durga Puja. Self-reliance is our credo, and this atmanirbharta is reflected in every product we introduce in the market."



GajShield Infotech's Next Generation Firewall Appliances Retains ICSA Labs Firewall Certification After Recent Cybersecurity Testing for an impressive 17 consecutive years



GajShield Infotech, a comprehensive, globally-acclaimed security solutions developer capable of a modern response to the continuously evolving threat landscape and provider of wide-ranging, all-around security solutions for enterprises, recently announced that its GajShield Next Generation Firewall Appliances retained ICSA Labs Firewall Certification following recent security testing. ICSA Labs has tested and awarded certification to GajShield Infotech's firewall products for an impressive 17 consecutive years. This prestigious certification is an affirmation of the company's relentless efforts in the ever-evolving

cybersecurity space. GajShield Infotech's approach of looking beyond traditional security solutions and focusing on the Data First security strategy is a leap forward in the security solution industry. It is helping enterprises to secure cloud and SaaS applications by implementing a Data Security Firewall solution. GajShield Infotech emerges as one of the few cybersecurity brands to earn the prestigious certification year in and year out.

For over 30 years, ICSA Labs, an independent division of Verizon, has been performing third-party security product testing and awarding certification to many of the world's

well-known security product developers and service providers, making it possible for companies globally to procure and obtain dependable security solutions. The criteria against which ICSA Labs performs testing is an industry-accepted standard that all products claiming to have firewalling functionality must satisfy in order for certification to be awarded. By earning and retaining ICSA Labs Firewall Certification, GajShield Infotech confirms its ongoing commitment to address the requirements of enterprises by delivering technology that meets stringent standards for security.

Synersoft CEO writes an Open Letter to Google

The MSMEs industry in India has several concerns regarding Google's latest policy changes. The CEO of Synersoft Technologies, Mr. Vishal Prakash Shah, has sent an open letter to Google's Apex Executive. This is to announce that an open letter written to top management team at Google India, and copied to Competition Commission of India, Ministry of MSMEs, IT & Broadcasting, Science & Technology, Industry & Commerce, and Finance, has uncovered certain monopolistic and unfair business practices by Google India.

According to this policy change, Indian MSMEs will be forced to pay an additional INR 1500Cr to

INR 5000Cr yearly. As Google announced rebranding G-Suite to Google Workspace with specific policy changes which states additional 100 GB storage is no longer available as they need to fit the "Business Standard" category, which has a minimum storage of 2 TB and costs INR 10,100 per year per user. Google further stated that if a business needs more than 30 GB storage in a single account, they must upgrade all the accounts to 2 TB storage which led them to pay 400% higher price. Additionally, Google has raised the exit barrier, which has made it more difficult for businesses to transfer their data to a different service provider.



Dr. Ajay Data gets ET Leadership Award



Rajasthan's IT Luminary – Dr. Ajay Data gets another feather in cap by getting ET leadership award in Edible Oil and IT category. Award is given for leadership in enterprise communication solutions, complex software products and leadership position in Mustard Oil with Scooter and Asho-

ka brands. "Data groups is committed to deliver top quality solutions and products whether it's in IT or Oil. My father Sh. Babulal Data's vision to serve society with quality products gets strengthening by myself, my brother Deepak Data and entire team working for us" Data said.

**TP-LINK, PRODULY
MADE IN INDIA**

TP-Link India, a global leader in Wired and Wireless Lan products, strengthens their commitment to serve India by releasing the first batch of Made in India products rolled out on 15th August 2022, India is a focused market for TP-Link and with this investment in local manufacturing, TP-Link will develop and manufacture products suited specially for India market. With presence in more than 170 countries serving a global audience, products made in

India by TP-Link will be sold to other countries too.

“When you make a commitment you create hope, but when you keep your commitment you create Trust. At TP-Link we keep Trust as the most important factor, our Make in India initiative begins with a focus with India, and with a long term vision of servicing globally.” said **Mr. Sanjay Sehgal, Sr. Vice President – SMB & Telco, TP-Link**



huge investments in R&D to improve the product quality and meet the prescribed standards. Product compliance and high product quality are general practice which we follow at TP-Link and make sure the product delivered to our customers is of the highest quality.

Mr. Bijoy Alaylo, Vice President – TP-Link, quoted “The Make in India initiative will ensure our partners with regular supply of a wide range of products in India and also empower them to boost their business.” We express our gratitude towards our channel partners for Trusting us over the past decade and will continue to add more products in India.



TP-Link is consistently ranked No. 1 provider of Wi-Fi devices* for 11 consecutive years by analyst firm IDC. To maintain the product standards, we allocate

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Iris Global supplies Delhi Partner with Acer Desktops worth Rs 5.5 Crore

The Delhi-based IT Computer Mobility Distribution Company "Iris Global Services" has recently supplied their Delhi partner "Inca Infotech Technologies Pvt Ltd" with Rs 5.50 Crore worth of Acer Desktops for upgrading & modernizing the Banking IT Infrastructure of Delhi & Chandigarh Zones of United Bank of India.

The 2 Zones of UBI constitutes – Delhi Zonal Office (North Delhi & Central Delhi Regional Offices) and Chandigarh Zonal office (Jalandhar, Shimla, Hissar & Karnal Regional offices).

Speaking to newsman **Mr Gopal Tripathi, MD, Inca Infotech**

Technologies Pvt Ltd said "Iris has supplied us Desktops, 550 nos. of Acer Desktops for UBI Delhi zone and another 580 nos. for the UBI Chandigarh zone. UBI's upgrading with new Desktop was much needed to beef up the speed and reduce response time for customer deliveries.

The up gradation of their IT Infrastructure was done after their merger with Corporation Bank and Andhra Bank".

Inca Infotech has been doing business for the last 22 years, specializing in the BFSI sectors with clients like – RBI, SBI, PNB, CBI, PSB, BOB, Canara Bank along with servicing many other nationalized banks as well as HDFC, IndusInd Bank in the private banking

sectors. Inca Infotech has also been rendering IT FMS & AMC services to these Banks for their IT Hardware and Aadhar Enabled centres. Inca Infotech supplies IT Hardware, handles IT FMS and Maintenance businesses for BFSI, Defence and other Central Govt organizations. The company has reported their 2021 – 2022 financial year revenue closing at Rs 16 crore. They expect to do Rs 21 Crore revenue in the present fiscal, eyeing BFSI, Education, Health and Defence.

They joined the Iris Partner Bandwagon in 2018. "Our relationship with Iris has been really good. **Ms Kamini Talwar** has supported us for any type of order & she has assured us they will accommodate any orders with additional credit limits " Mr Tripathi continued.



RAH Infotech Strategically Partners with ThriveDX to Offer Cybersecurity Training to Protect Organizations in India

RAH Infotech, India's specialty technology distributor today announced it has partnered with global cybersecurity EdTech leader Thrive DX to distribute its powerful cybersecurity training solutions across its partners and customers in India.

ThriveDX is a trusted partner in re-skilling talent pools and upskilling future leaders in cyber security. Thousands of customers worldwide rely on ThriveDX for their cyber security training requirements.

ThriveDX provides award-winning and highly acclaimed training solutions that enable corporate IT security teams to empower their employees with a training that actually works because it aligns to their unique business needs.

"The security landscape is evolving

each day, we hear more instances of organisations being breached due to a lapse in judgment from an innocent employee. The risk of leaving enterprise security dependent only on technology implementations is too big to ignore anymore. The human element in security needs a major uphaul and ThriveDX provides the perfect solution to mitigate the risks of phishing attacks through the widest range of phishing attack simulations and training modules" said Ashok Kumar, MD, RAH Infotech.

"ThriveDX is rapidly expanding its operations globally and we are glad we could join them on this mission." As part of this partnership, RAH Infotech will leverage its nation-wide distribution network to sell and distribute Thrive DX's entire range of cybersecurity training solutions to

partners and customers of all sizes and across verticals.

Vikramjeet Bhatti, Regional Sales Director, India & Gulf, ThriveDX for Enterprise On this strategic partnership announcement, Vikramjeet Bhatti, Regional Sales Director, India & Gulf, ThriveDX for Enterprise, said, "We are a channel-focused company, working together with partners to deliver best in class Security Awareness and Application

Security training solutions. We are happy to have RAH Infotech join us in addressing the cybersecurity skills gap in the industry. We are confident we have an irresistible offering and with RAH Infotech's well-established channel ecosystem, our exciting partner program and an end-to-end cybersecurity training solution offering. This partnership will boost our growth within the region."





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